

CONDUCTING FEEDER CALF SALES



Cooperative Extension Service
The Ohio State University

Contents

Planning the Sale	
Who Will Be the Buyers?.....	3
Who Will Be the Consignors?.....	4
Potential Volume.....	4
Potential Consignments.....	6
Sale Standards.....	6
Consignment	6
Receiving	7
Receiving the Calves	
Dock Slip.....	7
Tagging	8
Grading.....	9
Scale Tickets.....	10
Weighing	10
Penning	11
Managers' Duties.....	12
Recording Sale	
Office Procedures.....	13
Pen Card.....	14
Clerk Sheet.....	14
Accounts of Sale.....	16
Transferring Ownership	
Computing the Accounts.....	17
Completing Accounts of Sale.....	18
Balancing the Sale.....	18
Sale Order.....	18
Buyer Cards.....	19
Taking Bids.....	19
Bringing Sellers and Buyers together	
Transportation	20
Time of Sale.....	21
Advertising	21
Market News.....	21
Cooperative Extension Service....	21

CONDUCTING FEEDER CALF SALES

By

CHARLES H. INGRAHAM, Extension Economist, Livestock Marketing

Ohio demonstrational feeder calf sales have served as a laboratory for various methods of handling feeder calves and office records for special auction sales. The feeder calf marketing program has been supplemented with surveys of buyers and sellers taking part in this program.

This bulletin is based on results of 20 years of experiments and demonstrations in Ohio livestock auction markets, surveys of buyers and sellers, price analysis, and analysis and evaluation of similar programs conducted in other states. This is a report of recommended practices for a demonstrational marketing program.

It is impossible to outline a single

method for handling feeder calves and records in a special feeder calf sale that will adequately meet the needs of all Ohio livestock markets. Each livestock auction yard and each office must be considered in terms of its own opportunities and limitations.

Reluctance on the part of the management of a livestock market to experiment with procedures that differ from those customarily used can increase costs of operation. The procedures recommended by the author will change as new methods prove successful. Livestock markets interested in planning special feeder calf sales may request the assistance of Extension specialists by contacting their local county Extension agents.

Planning the Sale

Who Will Be the Buyers?

In planning a special feeder calf sale, the manager of an Ohio livestock market must first decide whether the buyers will be livestock dealers or cattle feeders. Ohio livestock markets can attract cattle feeders as potential buyers to special feeder calf sales by performing such marketing functions as grading and grouping calves into uniform lots. Most of these markets are located in or near cattle feeding areas.

Livestock dealers perform useful and necessary functions in marketing livestock. In marketing feeder calves, a live-

stock dealer may buy individual animals or small lots of calves of different grades and quality. He may then grade them into uniform lots, and sell them to cattle feeders. The services performed by livestock dealers are necessary to assure the efficient marketing of all feeder calves, and the services of all segments of the industry are required for efficient marketing.

A livestock market which plans to attract cattle feeders as buyers in a special feeder calf sale will need to perform those marketing functions described above as being performed by livestock dealers. To attract cattle feeders, a mar-

ket will need to offer calves uniformly graded as to quality, weight, sex, and breed.

In the marketing of any commodity, the firm performing the marketing functions is paid for its services. The costs of these services, or marketing functions, are marketing costs. Markets which conduct special feeder calf sales and perform extra marketing functions necessary to attract cattle feeders as the buyers may have a cost of operation different from their regular auction costs. This is due to the extra services they provide which may be totally or in part offset by increased volume. Calves sold in special auctions from producers to cattle feeders will bring a price high enough to cover the cost of the extra services.

An auction market which plans to combine feeder calves of different owners, in order to offer for sale sizable lots of uniform feeders, may find it advisable to charge a tariff different from that registered with the Packers and Stockyards Administration for the market's regular weekly auctions. A request for an amendment to the market's posted tariffs must be filed several weeks in advance of the scheduled sale with the branch office of the Packers and Stockyards Administration, 238 Livestock Exchange Building, Indianapolis, Indiana.

Who Will Be the Consignors?

The operational procedures recommended in this bulletin are primarily for marketing programs in the feeder calf producing areas of Ohio. The author recognizes that many successful special feeder calf sales are held outside the major feeder calf producing area of Ohio. Out-of-state calves and Ohio calves consigned by dealers are sold at many of these special feeder calf sales. The large number of consignors involved in special sales handling native Ohio calves, consigned directly from local farms, makes handling of calves and keeping records difficult. This bulletin describes

one method for handling special feeder calf sales which have a large number of consignors.

The Demonstrational Feeder Calf Sale program was started in Ohio in 1943. It was a result of the desire of farmers producing feeder cattle in Guernsey and Noble Counties to work together to improve the marketing of their feeder calves. Ohio feeder calf producers have shown through their actions that they desire a feeder calf marketing program which will bring the feeder calf producer and the cattle feeder together at the market place. In areas where Ohio livestock markets have not provided these services, farmers have organized marketing associations and employed livestock auction agencies to perform the necessary marketing functions. In 1963 farmers in 32 Ohio counties were organized into 8 associations to provide these marketing services for themselves.

Buyers have expressed a demand for Ohio feeder calves marketed directly from the farm; graded into uniform lots as to quality, sex, and weight; and offered for sale in truck-load lots of 12 or more head. Many Ohio cattle feeders have discovered that when special feeder calf sales establish standards which require consignment directly from local farms to a commingled ownership sale, they can buy calves "fresh" from the farm. Buyers know that where there is commingling of ownership there will be no "bid bumping" or "bye bidding" on the part of the consignor.

Potential Volume

Markets interested in special feeder calf sales first need to determine the potential volume of feeder calves in their marketing area. A study of how many calves might be marketed can aid in determining who the consignors will be and the advisability of starting such a marketing program.

The following table from U.S. census reports shows the potential feeder calf supply by counties. These figures represent purebred and commercial cows.

TABLE 1
Cows Kept for Beef by County
Ohio

Number				Number			
County	1940	1950	1960	County	1940	1950	1960
Adams	885	1,147	4,958	Logan	702	1,138	2,284
Allen	548	703	1,387	Lorain	119	360	926
Ashland	502	1,538	2,804	Lucas	128	157	226
Ashtabula	305	544	1,122	Madison	1,995	5,477	8,248
Athens	931	2,278	3,202	Mahoning	460	987	1,366
Auglaize	670	988	1,307	Marion	1,048	1,876	2,896
Belmont	725	1,670	3,977	Medina	262	793	1,549
Brown	749	2,337	6,323	Meigs	6180	1,587	2,722
Butler	771	3,563	6,309	Mercer	629	902	1,320
Carroll	618	1,460	3,066	Miami	485	2,157	3,567
Champaign	552	1,570	3,761	Monroe	415	664	2,860
Clark	1,318	3,127	5,299	Montgomery	454	2,069	3,354
Clermont	81	1,776	4,060	Morgan	1,234	2,087	4,804
Clinton	859	2,366	3,861	Morrow	754	1,433	2,958
Columbiana	431	1,254	2,497	Muskingum	1,227	3,176	8,319
Coshocton	817	1,427	4,237	Noble	556	1,994	5,399
Crawford	1,019	1,743	3,267	Ottawa	223	187	291
Cuyahoga	224	168	96	Paulding	297	400	879
Darke	596	1,612	3,276	Perry	1,360	1,907	4,353
Defiance	548	507	1,187	Pickaway	1,678	6,205	9,370
Delaware	547	1,530	3,301	Pike	464	1,319	2,609
Erie	384	235	481	Portage	364	587	1,708
Fairfield	888	3,251	6,712	Preble	3,484	2,545	4,658
Fayette	1,630	3,809	8,280	Putnam	535	892	1,301
Franklin	615	2,774	4,469	Richland	782	1,607	3,460
Fulton	361	322	515	Ross	2,121	5,477	10,586
Gallia	61	1,605	4,140	Sandusky	360	744	1,785
Geauga	195	548	720	Scioto	227	996	3,602
Greene	913	2,755	5,499	Seneca	601	948	2,055
Guernsey	971	2,122	6,971	Shelby	547	1,122	2,162
Hamilton	359	1,385	1,844	Stark	329	1,295	2,377
Hancock	499	1,340	2,103	Summit	173	545	875
Hardin	830	1,719	3,041	Trumbull	546	988	1,462
Harrison	674	1,656	4,002	Tuscarawas	452	973	3,662
Henry	378	279	769	Union	409	1,496	3,513
Highland	1,042	3,243	7,668	Van Wert	523	709	1,040
Hocking	384	677	2,031	Vinton	616	925	1,839
Holmes	416	1,232	1,964	Warren	732	2,104	4,912
Huron	248	613	1,184	Washington	847	1,702	3,895
Jackson	456	1,425	3,027	Wayne	475	1,315	2,658
Jefferson	331	967	2,666	Williams	397	666	1,610
Knox	575	2,149	5,074	Wood	379	592	1,248
Lake	34	150	408	Wyandot	417	1,162	1,874
Lawrence	312	1,027	2,050	State Total	59,244	138,165	284,303
Licking	1,256	3,273	6,696				

Potential Consignments

A survey of feeder calf producers in the market area will indicate the number of feeder calves which may be available for consignment. This information can best be obtained by formal or informal surveys. One way to conduct informal surveys is to have representatives of the marketing agency ask feeder calf producers, as they come to the market, if they are interested in a special feeder calf sale. Another method is to contact community leaders to determine their interest in consigning calves to a special feeder calf sale.

Formal surveys can be made of potential customers of the market by mailing return post cards or by publishing a notice in local newspapers, requesting replies.

Sale Standards

The standards or requirements for consigning calves to special feeder calf sales must be known by prospective consignors. Sale standards can best be determined by consultation between market management and interested consignors. Surveys of consignors and buyers have proved a reliable guide for setting sale standards. Three basic standards for a successful feeder calf sale are:

1. **Feeder calves should be consigned to the sale directly from the farms where they are produced.**

This standard assures the buyers that they are buying native feeder calves fresh from local farms. This standard is desirable to attract cattle feeders to the market and to maintain the confidence of both buyers and sellers in the market. The buyers' confidence is essential to maintain a continued demand for calves offered in future special sales held by the marketing agency.

Ohio farmers have demonstrated over the past 20 years that they prefer to consign feeder calves to special sales which accept only na-

tive calves marketed directly from farms in the local marketing area.

2. **Feeder calves consigned to a special feeder calf sale should be graded into uniform lots of about truck-load size.**

Past experiments indicate that it is desirable to handle all feeder calves consigned to special feeder calf sales on a mingled ownership basis. Thus, each lot of calves offered for sale contains calves from more than one farm. Buyers and sellers in Ohio demonstrational feeder calf sales have shown their desire for Ohio feeder calves marketed in mingled ownership lots. Commingling of ownership assures all consignors of equal treatment.

3. **Separate sales should be held for calves of beef breeding and for calves of dairy breeding and dairy-beef crosses.**

There are demands for some breeds of dairy calves and for dairy-beef crosses for feeding purposes. Experience to date in Ohio has shown a reluctance on the part of cattle feeders to buy calves with dairy breeding in special feeder calf sales. Livestock markets located in an area where calves of dairy breeding are produced may find it desirable to hold special feeder calf sales for calves of dairy breeding and dairy-beef crosses. The mixing of calves of dairy and beef breeding in a special feeder calf sale has not produced satisfactory results for the consignors of either type.

Other standards such as castration, dehorning, time of delivery to the yards, age and weight, and farm inspection also need to be considered.

Consignment

For the efficient and economical operation of a special feeder calf sale, advanced consignments should be obtained.

These allow the market manager to prepare for receiving and grading the calves. Advanced consignments also aid the marketing agency in advertising the sale and arranging for adequate transportation.

When large numbers of unexpected calves arrive for a sale, operation costs are increased and the market's facilities may be overtaxed to the point where marketing functions cannot be performed economically.

Advanced information regarding the number of calves to be offered in the sale enables the marketing agency to better serve both the buyer and the seller. Data gathered to date indicate that when calves are received at the market one day and sold the next at least 600 head of feeders are necessary for the economical operation of a special feeder calf sale. Fewer than 600 head can usually be handled more economically in a one-day receiving and selling operation.

The number of calves required for an economical operation can be reduced by the market's accepting only one breed of calves in any one special sale. It is desirable, in an average Ohio sale handling all beef breeds, for the yard to have available about 80 pens. The market can reduce the number of pens required for a special feeder calf sale, and increase the maximum number of calves

handled per sale, by holding a special sale for each of the breeds of calves produced in the area.

Receiving

The number of head expected, the market facilities available, and the transportation available to move calves from farm to market determine the time of delivery of calves to a special feeder calf sale. Calves may be delivered to the market on the day before the sale or on the day of the sale. If more than 600 head are expected, day-before delivery is encouraged for most Ohio auction markets.

Weather is an important factor in the delivery of feeder calves to a special sale. Rain at delivery time has consistently resulted in late and uneven delivery and has increased handling costs. Fog, common in much of the feeder producing areas of Ohio, has also caused slow and bunched deliveries.

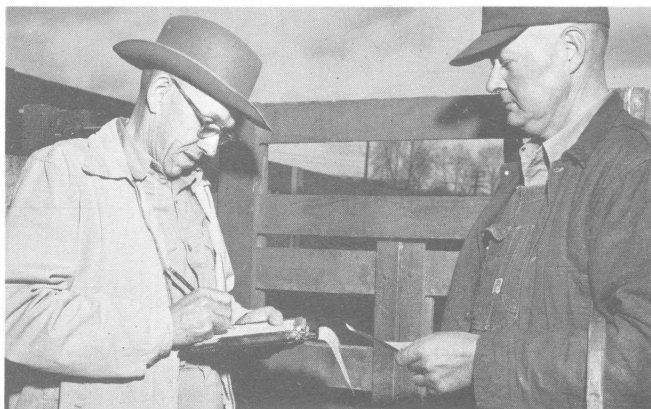
In mingled ownership sales, calves should be delivered to the auction yards for grading the day before the sale. Livestock auction management can assist livestock haulers and consigners in making early deliveries by co-ordinating custom hauling for smaller consignors. Some market managers have used large trucks to pick up calves delivered to a central point by smaller trucks.

Receiving the Calves

Dock Slip

The "Dock Slip" records all consignments of livestock received at the auction market which are to be sold on an agency basis. This slip shows the owner's name and address; the number of head received, and the hip tag numbers assigned to all calves in each load or consignment.

A dock slip should be prepared and hip tag numbers assigned for each load as it arrives at the unloading dock. Hip tag numbers should be assigned **only** as calves are received at the dock. Each consignor should have a dock slip for each load of calves he delivers to the market. Hip tag numbers are issued in consecutive order as calves are unloaded at the dock.



The dockman prepares a dock slip for the trucker or owner to sign.

The market agency's dock man should observe the cattle in order to determine that they meet the standards established for the sale. Any injuries or unusual conditions should be noted on the dock slip.

Dock slips should be prepared in triplicate. The original is sent to the auction office and is used to prepare the account of sales. The second copy is given to the

owner of the livestock or the truck driver. The third copy can be sent with the cattle to the "tagger" and is used by the tagger to insure that the correct hip tag numbers are attached to the calves.

Tagging

Hip tags with numbers one and one-half inches high or larger are recommended for use in feeder calf sales. Each calf is tagged with an identical hip tag on each hip (two tags per animal). Hip tags should be purchased with duplicate numbers prepackaged to speed up tagging operations.

Tagging feeder calves in the truck before unloading or in dock pens is recommended over the use of a tagging chute. Calves do not move well through tag chutes, and tagging on the dock or in the truck increases the accuracy of the operation and reduces handling time and cost.

After hip tagging, market personnel can handle calves of several consignments together. All calves are identified by hip tag numbers as they move through the receiving and marketing operation.

The numbers of any hip tags destroyed or not used must be recorded on a dock slip and sent to the office immediately.

Time <u>9</u> A.M. Date <u>10/9</u> 19 <u>63</u>			
From <u>JOHN A. JONES</u>			
Address <u>ROUTE #1 BULKYEVILLE</u>			
County _____			
Truck by <u>E. Z. DRIVER</u>			TRUCK CHARGE _____
Truck License <u>12345</u>		Operator's License _____	
RECEIVED IN APPARENT GOOD CONDITION EXCEPT AS NOTED			
NO.	KIND	MARKS	PEN
	HOGS		
<u>18</u>	CATTLE	<u>419-436</u>	
	CALVES		
	SHEEP		
TO BE ACCORDED PRIVILEGE OF MARKET AT CURRENT RATES			
OFFICE COPY			
RECEIVING CLERK'S CONFIRMATION <u>O.K.</u>			
This Market Receipt Is Official When Confirmed By Authorized Market Employee			

One type of dock slip.



Feeder calves should be tagged on the dock or in the truck.

Grading

The recommended grading area consists of two well-lighted 10- by 10-foot adjacent pens. The pen must have a gate which permits the grader to pass easily and quickly from one pen to the other. Two or three calves are placed in a pen at one time. The grader can determine the grade of each calf and mark it on the calf by using a paint brand

or other suitable identification, or the grade can be recorded on the scale ticket. While the calves in one pen are being graded, the graded calves in the adjacent pen are driven to the scale or holding pens, and new calves are placed in the empty pen for grading.

Several markets have found it desirable to use one pen for grading heifers and another for grading steers. If the heifers and steers are separated before grading, and are graded in separate pens, the heifers can be weighed on one scale and the steers on another. This arrangement of separating the sexes and using two scales for weighing increases the number of calves handled per hour and also increases the efficiency of the grading and penning operation.

The layout and facilities of the yard will determine weighing, grading, and penning procedures. The most economical method for most Ohio auction yards is to grade the calves before weighing them. Some yards, because of their layouts and facilities, may find it more desirable to grade the calves after they have been weighed.

In addition to grading the calves, the grader is expected to examine the calves to determine that the standards of the sale are met. Reason for rejecting a calf from the sale should be recorded on the scale ticket. Rejected calves

Three or four calves can be graded at one time in a 10- by 10-foot pen.



Weight	Name and Address of Market							No. 000001				
	Buyer					Price		Total Amount				
	Steer	Heifer	Ang.	Her.	Sh.	Mix	Grade 1 2 3 4 5					
	Consignor											
	Pen No.		Tag No.		Weigher Scale 1 Scale 2 Scale 3			Date				

A recommended type of scale ticket.

should not be sold on the special sale day. Consignors should be given the opportunity to return the rejected calves to the farm, or to consign them to the next regular auction at the market.

It is recommended that USDA Feeder Calf grades be followed.

Scale Tickets

Special scale tickets are desirable for use in special feeder calf sales. A ticket prepared especially for feeder calf sales can reduce the amount of writing required. Accuracy can be increased by arranging the necessary information on the scale ticket in such a way that it can be quickly checked by the person preparing the scale tickets.

Scale tickets used in special feeder sales should meet the requirements of the Packers and Stockyards Administration. Each calf is weighed separately, and the scale ticket for each calf is sent immediately and directly to the office.

The completed scale ticket will contain the following information: (1) the weight of the calf stamped with a mechanical scale beam recorder, (2) hip tag number, (3) holding pen number, (4) breed, (5) sex, (6) grade, (7) weigher's identification, (8) consignor's name, (9) buyer's name, (10) the price per hundred pounds, (11) the total dollar amount, (12) the date, and (13) the number of the scale ticket.

When special scale tickets are not available for use in special feeder calf sales, yard employees must be told the information required on the scale ticket, and encouraged to supply this information plainly and uniformly on each scale ticket.

Weighing

The weighing operation may precede or follow grading. The order of weigh-



The weigher and dispatcher work together in the scale house.

ing and grading will be determined by the layout of the yard. Most Ohio markets have found it more desirable to grade calves before weighing them.

All Ohio Department of Agriculture and Packers and Stockyards Administration regulations must be followed in the weighing operations, as well as in all other operations of special feeder calf sales.

A man stationed at each end of the scales can speed the flow of calves across the scale and to the holding pens. Operations in the scale house must be limited to weighing and pen assignment.

Penning

The layout of the yard determines the penning of calves at special feeder calf sales. After being graded and weighed, calves are penned by sex, breed, grade, and weight. Yard managers may find it advisable to pen some breeds of calves together in holding pens so as to speed up receiving operations and reduce the number of pens required.

After the calf is graded and weighed, and the holding pen determined, the number of the holding pen is called over a public address system by the "dispatcher." The men assigned to the alleys

ANGUS-HEREFORD						MIXED	
STEERS	GRADE	395 LB. UNDER	400- 445	450- 495	500- 595	600 LB. OVER	ALL WEIGHT
		PEN	PEN	PEN	PEN	PEN	PEN
	1	1	2	3	4	5	6
	2	7	8	9	10	11	12
	3	13	14	15	16	17	18
	4	19	20	21	22	23	24
	5	25	26	27	28	29	30

HEIFERS	1	32	33	34	35	36	37
	2	39	40	41	42	43	44
	3	45	46	47	48	49	50
	4	51	52	53	54	55	56
	5	57	58	59	60	61	62

ALL SHORTHORN STEERS · PEN 31

ALL SHORTHORN HEIFERS · PEN 38

ALL REJECTS · PEN 63

A typical dispatcher's card.

can pen the calf in its assigned holding pen.

A dispatcher's card, similar to the sample on page 11, can facilitate the assignment of holding pens. Calves of different breeds—but of the same weight, sex, and grade—can be assigned to the same holding pen. Fewer holding pens are required when more than one breed are penned together. Calves of different breeds can be easily separated for repenning or selling.

Managers' Duties

The sale manager must be free to oversee the entire operation. An alert manager can, by observing the operations and adjusting his personnel to the movement of calves, maintain maximum movement of calves at a minimum cost.

The yard's manager should prepare and maintain a yard layout card. This card (about 18 by 24 inches) shows every pen and its capacity. The manager can write the number, grade, weight, sex, breed, and sale order of the calves in the space representing each pen. This record is a valuable aid to the manager in penning or locating calves quickly.

The manager must also maintain a record showing the movement of cattle to overflow pens. For example, when a

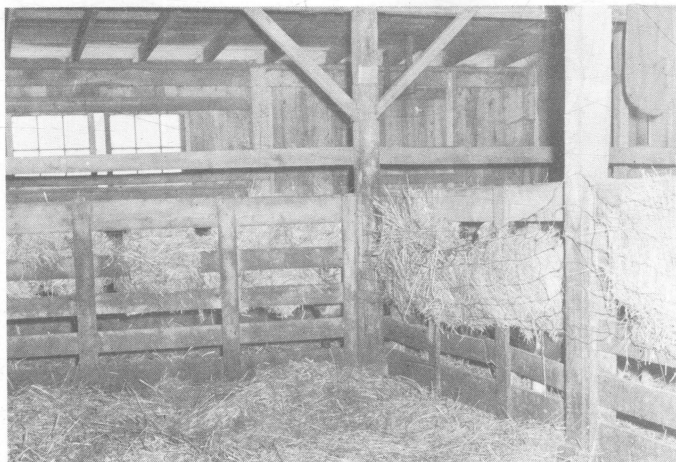
holding pen becomes full, the calves in that pen should be moved to an overflow pen. A record of this movement must be kept. The dispatcher can keep a duplicate record of overflows by noting on his dispatch card to which pens the overflows have been moved. Calves should not be moved from assigned holding pens unless the manager directs their movement and makes a record. A card showing the number of the pen the calves were moved from should be placed on pens used to hold overflow.

Auction yards should be cleaned, and pens bedded, prior to receiving cattle. Hay racks should be filled prior to receiving cattle. In normal seasons, calves will not eat enough hay to require refilling the hay racks before the sale.

Water tubs or cut down oil drums may be placed in the pens after final penning. It is not practical to move calves to watering areas.

Anyone loading cattle out of the yards must have a written release, and a copy of the release showing hip tag numbers of all calves loaded out must be sent to the office. Persons taking calves from the yard on grading day also need a written release showing hip tag numbers.

When a release is received at the office for calves being taken from the yard



A clean well bedded pen with filled hay racks, ready to receive calves.

on grading day, the cardboard portion of the scale ticket is attached to the office copy of the release. If the calf's record has been recorded on the account of sale, the record of the animal must be re-

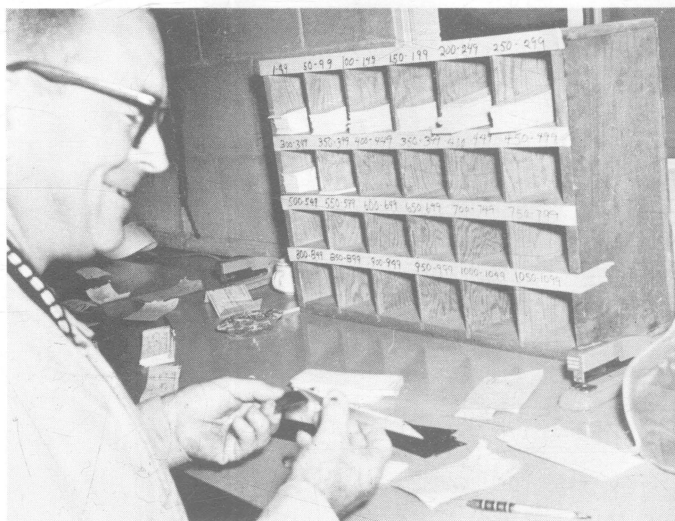
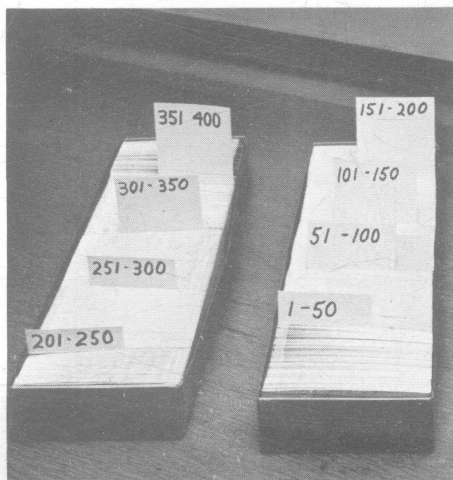
moved and the removal noted on the office copy of the release. The office copy of the release and the cardboard portion of the scale ticket should be filed for future reference.

Recording Sales

Office Procedures

The completed scale tickets and original copies of the dock slips are received in the office. Scale tickets are sorted to match dock slips, and the name of the consignor is written on each scale ticket.

One copy of the scale ticket is made available to the consignor. The consignor's copy of the scale ticket, if not previously delivered, should be delivered to him with his account of sale. One copy of each scale ticket for the consignment is attached to the dock slip and used to prepare the account of sales. The cardboard copy of the scale ticket is filed in numerical order by the hip tag number for future use. Empty scale ticket boxes are satisfactory for filing of the cardboard copy of the scale ticket. However, it is desirable to use a pigeon-holed box for larger sales.



Above, scale tickets are sorted to match dock slips. Left, cardboard copies of scale tickets are filed in numerical order by hip tag number.

Pen Card

After the calves are graded and ready for sale, the hip tag number of each calf in the pen is recorded on one side (the back) of a 4- by 6-inch card. This card is called a "pen card." The front side of the pen card contains the pen number, grade, sex, breed, and number of calves in that pen. It is advisable to use one color of card for steers and another color for heifers.

Upon receipt of the pen card in the office, the cardboard copies of the scale tickets for all hip tag numbers listed on the pen card are assembled in numerical order by hip tag numbers.

Each scale ticket must be paired with a pen card. The pairing of scale tickets with pen cards is a check for determining that all calves received are accounted for. No hip tag number will appear more than once on any pen card, and every hip tag number must appear on one pen card. Hip tag numbers of all rejected cattle still in the yard should also be recorded and sent to the office.

It is important that the hip tag numbers for each pen be carefully recorded and **rechecked** on the pen card before the card is sent to the office. It is recommended that each pen of calves be driven to a well-lighted area, such as the sale ring, where the hip tag numbers can be recorded on the pen card and **rechecked** for accuracy, and the pen of calves observed for uniformity.

Clerk Sheet

The clerk sheet (see sample) is prepared from information on the cardboard sections of the scale tickets, after the scale tickets have been assembled from information sent to the office on the pen card. Each calf is listed on the clerk sheet in numerical order by hip tag number. This will simplify future office procedure.

A "master card," the same size as the scale ticket or the back of the top scale ticket, should be prepared for each pen or clerk sheet. The master card is made the first card, or ticket, in each package.

PEN CARD	
FRONT	
SALE ORDER	_____
PEN NO.	<u>41</u>
GRADE	<u>CHOICE</u>
NO. STEERS	<u>21</u>
BREED	_____
HEREFORD	<input checked="" type="checkbox"/>
SHORTHORN	_____
ANGUS	_____
MIXED	_____
AVERAGE WEIGHT	_____
TOTAL WEIGHT	_____

PEN CARD		
BACK		
105✓	933✓	404✓
62✓	931✓	303✓
33✓	808✓	505✓
208✓	50✓	611✓
1111✓	1231✓	1344✓
23✓	1001✓	1433✓
761✓	92✓	1500✓

21 STEERS HEREFORD CHOICE

PEN 77

A master card.

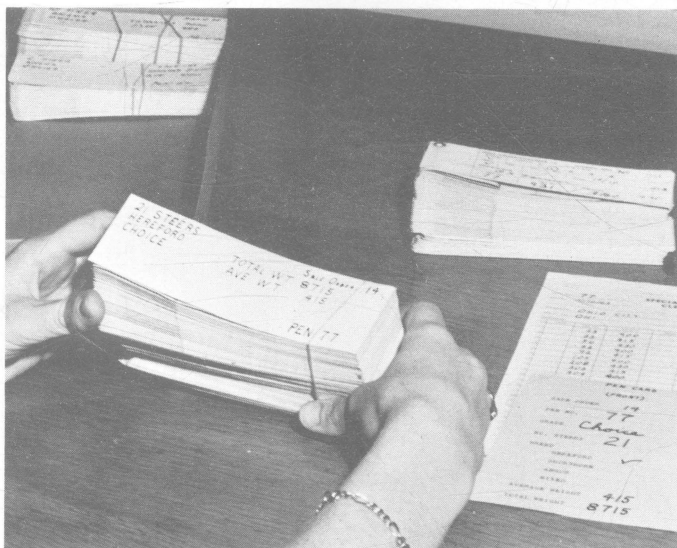
Scale tickets should be arranged in numerical order by hip tag numbers, with the smallest number on top. The master card is then placed on top of all the scale tickets for the clerk sheet, so that its information is visible.

The following information is recorded on the master card: (1) number of head in the pen, (2) sex, (3) breed, (4) grade, and (5) pen number. This information is listed at the top of the clerk sheet. The hip tag number and weight of each calf is listed on the lower portion of the clerk sheet. The weight totals of the scale tickets and clerk sheet should be equal.

The total and average weight for the pen is recorded on the clerk sheet and the master card.

The master card, which shows the pen number, number of head, sex, grade, breed, total weight, and average weight, is then securely fastened, with a rubber band, to all the scale tickets for that particular pen. The packages of scale tickets are then filed in numerical order by **pen numbers**. After the sale order is determined, the packages of scale tickets can be filed in order of sale. Scale ticket boxes are satisfactory for the filing of these packages of scale tickets.

Master cards are fastened to scale tickets for each pen of calves.

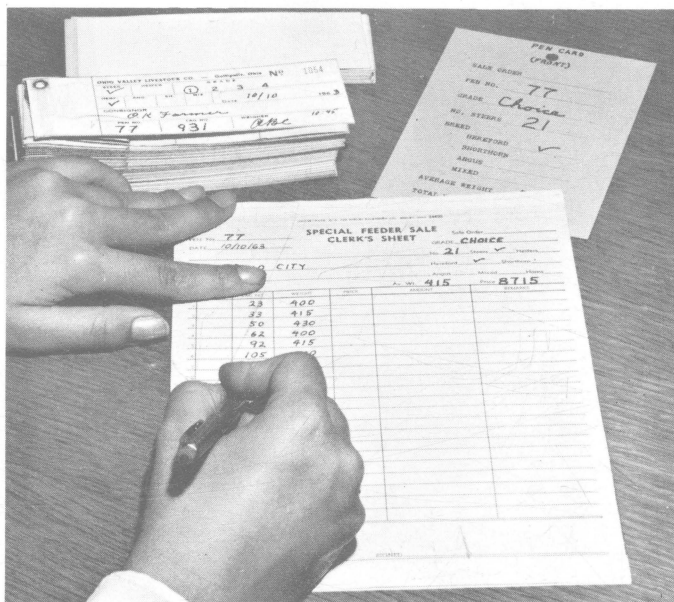


check the number of each calf loaded against the release. (2) The third copy is retained for the market's record. (3) The fourth copy can become the record of the sponsoring committee.

The account of sale is partially prepared from the dock slip and scale tickets as they arrive in the office on receipt.

16

Clerk sheets are prepared from information on the scale tickets.



ing day. The headage listed on the account of sale and the total weight should agree with the same totals on the dock slip and scale tickets.

Tariffs, if charged on a per-head basis, can be computed for each account of sale prior to the auction sale. The completed

account of sale should contain (1) the consignor's name, (2) the consignor's address, (3) the hip tag number, (4) sex, (5) weight of each calf consigned, (6) the price paid per hundredweight, (7) the total price, and (8) the buyer's name.

Transferring Ownership

Computing the Accounts

As the calves are sold, the clerk records on the clerk sheet the buyer's number and the selling price per hundred pounds. After the clerk sheet arrives at the office, the package of scale tickets with the master card that corresponds to the clerk sheet is removed from the file. The buyer's name and the price per hundredweight are recorded on the master card.

The total weight recorded on the clerk sheet is multiplied by the selling price to obtain the total dollar amount. The total dollar amount is recorded on the clerk sheet and the master card. Each scale ticket is then computed and completed by adding the selling price, the total dollar amount for the scale ticket, and the buyer's name. The total dollar amount for all scale tickets in the package must agree with the total dollar amount on the clerk sheet.

21 STEERS
HEREFORD
CHOICE

SALE ORDER 14
TOTAL WT. 8715
AVE. WT. 415

PRICE \$30.50 TOTAL \$2,658.08

BUYER-O.K. FARMER

PEN 77

Please complete this card and present it to the ring man at the time of your first purchase and you will receive a buyer's identification number

Name _____

Address _____

City _____ State _____

County _____

Bank _____

Above, buyer's name and the total dollar amount are added to the master card. Right, each buyer must complete a buyer's card.

Completing Accounts of Sale

Scale ticket copies can then be distributed to the person completing the account of sale. One person may complete all accounts of sale for hip tags 1 to 500; another may complete accounts for hip tags 501 to 1,000, etc. Scale tickets are distributed to the person preparing the account of sales by hip tag numbers. The selling price, total dollar amount, and buyer's name for each calf is transferred from the scale ticket to the account of sale.

Balancing the Records

Markets holding special sales should not issue checks to consignors while the sale is in process. The practice of issuing

checks as livestock is sold is common in Ohio livestock auction markets; however, issuing checks during the sale can increase the cost of operation and make balancing final accounts difficult. Checks can be mailed after the sale, or consignors may make special arrangements to pick up their checks later. Consignors should be informed at time of consignment that checks will be mailed.

Sale Order

Buyers, particularly farmer buyers, prefer an opportunity to examine the calves before the sale. To assist buyers in locating calves, many markets find it desirable to have available to the buyers printed copies of the sale order listing the selling order of each pen, number of

head, grade, and average weight. Sufficient copies of the sale order should be prepared to insure copies for all persons interested. A minimum of 300 copies is recommended; however, larger sales may require 500 or more.

Experiments have shown that the most desirable order of sale is to start the special sale with a pen of steer calves of the highest quality and of the lightest weight. The starting pen should contain 10 to 20 head. In some sales, it may be desired to start the sale with a pen of calves other than those of the highest quality and lightest weight in order to offer enough calves to stimulate buyer interest.

The most satisfactory sale order offers all calves of one grade in the order of the lightest to the heaviest weight. All steers should be sold before heifers are offered. (Limited experiments offering all steers in one breed, followed by steers of a second breed—with steers of mixed breeding sold last—have shown promise. But to date there has been insufficient study of this practice to justify recommendations.)

After the sale order has been determined, the yard's management should confirm that the calves are penned in the proper order to permit orderly movement to and from the sale ring, as listed on the sale order. It may be necessary to repen some calves to simplify moving them to and from the sale ring.

If possible, steer calves should be penned in an area of the barn where their movement to the loading dock will not interfere with the movement of heifers to and from the sale ring. Some buyers are interested only in steer calves. After paying for their steer calves, these buyers may desire to load their trucks and move their newly-purchased calves to their feedlots. Loading-out steers while heifers are selling relieves some of the pressure of loading-out that follows sales. Some yards, because of their layout, may be unable to load-out steers while heifers are being sold.

The pen card, described above, may be placed on the respective pen gates or given to the driving crews in the order the pens are to be moved to the sale ring. The pen card aids the driving crew to check the calves in each pen before they are sold and when they are returned to the proper pen. This practice enables each lot of calves to be identified and properly penned. The buyer's name can be placed on the pen card when the calves are sold.

Buyer Cards

Each prospective customer is asked to put his name, address, county, and bank on a "buyer's card." When a customer makes a purchase, he gives his buyer's card to the ring man in exchange for a buyer's number. After this buyer has received a buyer's number, all subsequent purchases by him are identified by his buyer's number. In special sales, there are many "out-of-town" buyers who are unknown to the sale clerk. The buyer's card is a means of obtaining accurate names and addresses. The buyer's card also provides information for establishing credit.

The clerk records the buyer's number and the price paid on the clerk sheet, and forwards the clerk sheet and buyer's card to the office. The buyer's name and address are put on the clerk sheet in the office, using the buyer's card as a reference. Buyers' numbers can be made by numbering 3- by 5-inch cards on both side. The numbers should be large enough for the clerk to read them.

Taking Bids

Farmer buyers prefer a sale that moves smoothly and rapidly. The auctioneer must adapt his chart to the farmer buyers. Many farmers are not familiar with the auctioneer's chant or auction buying. Qualified ring men can give these buyers necessary attention and assistance.

Qualified ring men can give buyers assistance.



Bringing Sellers and Buyers Together

Transportation

Transportation is a vital marketing function. The marketing agency can assist consignors in locating adequate transportation for the orderly flow of calves into the market at receiving time and assist in pooling calves for trucking.

Many buyers will also require assistance in contracting for transportation for calves. The market should assign one person to help buyers to obtain satisfactory trucking.

The following table is a guide for setting up truck loads:

TABLE 2
How Many Feeder Calves Make a Load?
(In Single-Deck Trucks)

Floor length	Weight of Feeder Calves						
	250 lbs.	300 lbs.	350 lbs.	400 lbs.	450 lbs.	500 lbs.	600 lbs.
8 ft.	14	13	11	9	8	7	7
10 ft.	18	16	14	12	10	9	8
12 ft.	22	19	17	14	13	12	10
15 ft.	27	24	21	17	16	15	13
18 ft.	33	28	25	21	20	19	16
20 ft.	35	32	28	24	22	20	18
24 ft.	44	38	34	28	27	25	22
28 ft.	51	44	39	33	31	29	25
30 ft.	55	47	42	35	34	32	27
32 ft.	58	51	44	38	36	34	29
36 ft.	66	57	50	42	41	38	33
42 ft.	77	63	55	49	48	45	39

Time of Sale

Surveys of buyers at Ohio sales have shown a preference for sales held at 1 p.m. Early afternoon sales provide time for the buyers to examine the calves before the sale. The daylight hours make moving the calves to the feedlot easier.

Advertising

Magazine advertising has been the most successful method used to advertise Ohio demonstrational feeder calf sales, according to surveys of buyers. Other advertising methods used, and the order of importance according to buyer surveys, are (1) letters, (2) newspaper, (3) radio, (4) other farmers, (5) posters, and (6) television.

Market News

At the writing of this bulletin, Ohio livestock prices are not reported by a public market news service. Some markets issue their own market reports to inform prospective consignors and buyers of prices paid for feeder calves in special sales.

The value of livestock market news depends on the uniformity with which reporters interpret and apply official grade standards, and the accuracy and timeliness of the report.

Market news is a tool farmers can use in making marketing decisions; therefore, to be of value the report must be accurate as to terminology and data. The

worksheet on page 22 is a tool to aid in price analysis and market news reporting.

To complete the price analysis worksheet, headage, total weight, total dollars, and price range can be computed by grade from the clerk sheets. After these figures have been entered on the worksheet, the average weight can be computed by dividing the number of head sold in that grade into the total weight of calves in that grade.

To obtain the price per hundredweight for each grade, divide the total weight of the calves in that grade into the total dollars received for the calves sold in that grade. To obtain dollars per head, divide the total dollars by the number of head for each grade.

If USDA Grade terminology is used in reporting prices, grading standards used should be the same as those used by USDA Market News Service.

Cooperative Extension Service

The handling methods suggested in this bulletin are based on surveys of buyers and sellers in Demonstrational Feeder Calf Sales and data collected at such sales. Recommended methods may change with time. Your Extension Livestock Marketing Specialist can inform you of current recommended methods.

Livestock marketing agencies can secure the assistance of Extension marketing specialists in planning or evaluating marketing programs by contacting their county Extension agents.

Price Analysis Work Sheet

STEERS

Grade*	Number of Head	Weight		Dollars			
		Total	Average	Per Cwt.	Total	Per Head	Price Range
Number 1							
Number 2							
Number 3							
Number 4							
Total and Average							

HEIFERS

Number 1							
Number 2							
Number 3							
Number 4							
Total and Average							

SALE AVERAGE

Steers							
Heifers							
Total and Average							

* If U.S. Grades of feeder cattle, use appropriate grade designation such as Fancy, Choice, Good, Medium, Common, and Inferior.